

IN THE CLAIMS:

Claims 1 through 204 have been previously cancelled.

Please amend the pending claims as follows.

205. (Currently Amended) A method of advertising on the Internet, wherein:
- for each of one or more users accessing the Internet in a corresponding Internet connection for the user, the following occur during said corresponding Internet connection:
 - a request, from the user, is transmitted on the Internet, via a user node, for contacting a providing node of the Internet, said providing node provides access to information for an interactive service, wherein said request has associated therewith an Internet address that identifies the providing node, and wherein said interactive service is interactive on the Internet with the user;
 - the user node receives via the providing node, said information for said interactive service;
 - wherein two or more display presentations from the information are presented on at least a portion of a display of the user node, wherein at least two of said display presentations are successively displayed, and there is a user input to one of said at least two display presentations, P₁, wherein for the user input, there is a transmission on the Internet to which a latter one of said at least two display presentations, P₂, is a response;
 - overlapping with a display of said one of the display presentations of P₁, at the user node is displayed a first one or more advertising presentations for providing information related to one or more of a product and a service, wherein said first one or more advertising presentations are received via the Internet in response to Internet transmissions by the providing node, and displayed on at least a portion of said display during the presentation of the two or more display presentations at the user node;
 - one or more additional advertising presentations are presented at the user node following the first one or more advertising presentations, each said additional advertising presentation for providing information related to one of a product and a service, wherein at least one of said additional advertising presentations is:
 - (a) received at the user node, via the Internet, in response to Internet transmissions by the providing node during the presentation of the two or more display presentations,
 - (b) displayed on at least a portion of said display without the user providing an input; (i) for which a consequence includes the presenting of said additional advertising presentations, and (ii) for which said first advertising presentations are not a consequence, and
 - (c) provides Internet addressing information for obtaining additional information about one or more purchasable products or purchasable services, comprising:
 - activating one or more programmatic elements, at the providing node, for combining: (1) the information for the interactive service, and (2) advertising related information for use in presenting one of (i) the first advertising presentations, and (ii) the additional advertising presentations; and

transmitting a resulting combination of (1) and (2) [[in]] on the Internet to the user.

206. (Previously presented) A method of advertising on the Internet, wherein an activation request is received, from an Internet accessible user node, for activating an instance of an interactive service accessible via the Internet; wherein the user node interactively communicates with the instance for receiving a plurality of service transmissions from the instance via a first Internet connection, said service transmissions having a plurality of instance presentations transmitted to the user node via the first Internet connection, said instance presentations interleaved with one or more responsive user communications from the user node to said interactive service that are in response to service content presented to the user; comprising:

- first providing a sequence of advertising presentations to a user at said user node, wherein said sequence is transmitted on the first Internet connection during an elapsed time for said service transmissions, wherein each advertising presentation of said sequence identifies at least one of a purchasable product and a purchasable service;
- wherein an advertising presentation, AP₁, of said sequence is presented as a consequence of one or more particular communications on the first Internet connection between said Internet accessible service node and the user node, wherein one of the particular communications includes information for one of the instance presentations for the interactive service combined with advertising related information for use in displaying at least AP₁;
- wherein for said advertising presentations transmitted in said step of first providing, (a) and (b) following hold:
 - (a) there is at least a second advertising presentation, AP₂, of said sequence wherein: (i) a presenting of AP₂ to the user is purposefully delayed after a presentation of AP₁, and (ii) there is no user input, after a last of said particular communications and during the service transmissions, for which a consequence includes the presenting of AP₂;
 - (b) presentations of AP₁ and AP₂ provide no content that effects said user communications;
- wherein at least one of AP₁ and AP₂ includes link data such that when said link data is activated by a user input to said at least one of AP₁ and AP₂, data indicative of said user input is transmitted, via the first Internet connection, to a network node identified by said link data; and
- obtaining information related to an efficacy of one or more of the advertising presentations presented to the user, including determining information related to a number of advertised items that are sold through the one or more advertising presentations.

207. (Previously presented) The method of Claim 206, wherein said particular communications includes an Internet transmission from said Internet accessible service node to the user node.

208. (Previously presented) The method of Claim 207, wherein said step of first providing is dependent upon an Internet transmission by the user node that is responsive to said particular communications.

209. (Previously presented) The method of Claim 206, further including a step of receiving a request to activate said instance at least partially in exchange for said sequence of advertising presentations being displayed at the user node.

210. (Currently Amended) The method of Claim 206, wherein at least said advertising presentation AP₂ is unrequested.

211. (Currently Amended) The method of Claim 206, further including a step of forcing at least one advertising presentation of said sequence of advertising presentations to be presented to the user so that ~~they are~~ the at least one advertising presentation is unobscured when presented.

212. (Previously presented) The method of Claim 206, wherein said link data includes an Internet address.

213. (Currently Amended) A method for advertising on a communications network, comprising:

for each of a plurality of network users, each having a corresponding user network node, steps (A) through (K) following are performed:

(A) first receiving, at a service providing source accessed via predetermined address information indicative of a predetermined address on the network, a transmission on a first connection to the network by the user's corresponding user node, wherein the transmission is for activating a service for providing a plurality of service presentations;

(B) activating the service for interactively communicating with the user via transmissions on the network between the user node and said service providing source;

(C) first transmitting on the communications network, from said service providing source, and in response to the service providing source receiving the transmission, first service data of the service for presenting at the user node;

(D) second receiving, by the service, first responsive data obtained from at least one network transmission, T₁, corresponding to an input by the user to a presentation for said first service data at the user node;

(E) determining second service data by the service as a response to said first responsive data, wherein context data having information indicative of one or more previous user interactions with the service is accessed;

(F) second transmitting on the communications network, from said service providing source, the second service data for presenting at the user node;

wherein the steps (G) through (K) are performed when the user establishes a subsequent second connection to the network for communicating with the service by

providing the predetermined address information to the network, wherein the second network connection occurs at least one day after the first connection is terminated;

(G) ~~identifying, obtaining~~, during the second connection, advertising related data for presenting advertising of one or more of a purchasable product or a purchasable service for one of a plurality of advertisers;

(H) determining third service data of the service, said third service data determined using the context data, said third service data being for a corresponding one of the service presentations;

(I) combining the advertising related data and the third service data resulting in combined data;

(J) third transmitting, on the communications network and from the service providing source, the combined data, the combined data for presenting at the user node a combined presentation of the corresponding service presentation and an advertising presentation corresponding to the advertising related data, wherein the advertising presentation has predetermined network link data associated therewith such that the link data is activated by a user input to the advertising presentation resulting in a corresponding network transmission of data indicative of said user input being transmitted to a predetermined network site ~~which provides the user node accessing the advertising presentation~~, the network site being different from the service providing source; and

(K) receiving access information indicative of the advertising presentation being accessed by the user, wherein the access information is used in deriving advertising effectiveness information which is subsequently made available to the one advertiser.

214. (Currently Amended) The method of Claim 213, wherein said ~~identifying obtaining~~ step includes selecting the advertising related data based on profile data for the user.

215. (Previously presented) The method of Claim 214, wherein the profile data includes information for a geographic location related to the user.

216. (Previously presented) The method of Claim 214, wherein the profile data includes information of a personal preference of the user.

217. (Previously presented) The method of Claim 214, wherein the profile data includes information indicative of an age of the user.

218. (Currently Amended) The method of Claim 214, wherein the one advertiser provides profile selection information for selecting the user based on a correspondence with ~~corresponding~~ the user's profile data.

219. (Previously presented) The method as claimed in Claim 213, wherein the service includes a playing of a game, wherein said game is played according to a predetermined set of rules, and said game is at least one of: a game of chance, a game having an

opponent, and a game having a total number of possible distinct game plays that is capable of being determined before playing the game.

220. (Previously presented) The method of Claim 219, wherein said context data includes a representation of a configuration of a game for indicating a next play of the game.

221. (Previously presented) The method of Claim 213, further including a step of changing a speed of play of a game according to said first responsive data.

222. (Currently Amended) The method of Claim 213, further including a step of selecting the advertising related data by identifying a correspondence between: (i) user selection information for the one advertiser, and (ii) information known about the user and obtained from the user in a previous connection to the network ~~determining whether the user qualifies to receive the corresponding advertising presentation.~~

223. (Previously presented) The method of Claim 213, further including a step of receiving financial information related to a financial status of the user, wherein said financial information is used in determining whether a subsequent input by the user to the service is acceptable.

224. (Previously presented) The method of Claim 213, wherein said first responsive data includes a wager.

225. (Previously presented) The method of Claim 213, further including a step of qualifying the user for viewing a particular presentation, wherein a financial status of the user is matched with predetermined financial criteria.

226. (Previously presented) The method of Claim 213, wherein said first transmitting step includes:
transmitting, via the first connection, information for storing at the user node; and
receiving, via the second network connection, data indicative of the information stored on the user node for identifying the user node.

227. (Previously presented) The method of Claim 226, further including:
receiving, at said service providing source, said data indicative of the information stored on the user node; and
providing the user node with network access as a result of receiving said data indicative of the information stored on the user node.

228. (Previously presented) The method of Claim 227, further including a step of selecting one of first and second advertising related data as the advertising related data.

229. (Previously presented) The method of Claim 213, said context data includes one or more of: a credit limit and a current amount of funds available to the user.

230. (Previously presented) The method of Claim 229, wherein at least one of said first and second transmitting steps includes transmitting a representation of a game token to the user.
231. (Previously presented) The method of Claim 230, further including a step of storing information effective for ranking the user with other users communicating with an instance of the service.
232. (Previously presented) The method of Claim 226, wherein said second transmitting step includes transmitting information to the user node for determining whether a predetermined program is active for processing additional advertising information of said data so that said additional advertising information is presented to the user.
233. (Previously presented) The method of Claim 213, further including downloading to the user node a program for presenting unrequested advertising to the user via the user node.
234. (Currently Amended) The method of Claim 213, for one or more advertising presentations, ~~including the advertising presentation,~~ presented to at least some of the plurality of users, a further step of determining data indicative of a number of hyperlinks activated corresponding to the one or more advertising presentations by said at least some of the plurality of users.
235. (Currently Amended) The method of Claim 213, for one or more advertising presentations, ~~including the advertising presentation,~~ presented to at least some of the plurality of users, a further step of determining data indicative of a number of advertised items sold to said at least some of the plurality of users wherein said advertised items are available for purchase via the one or more advertising presentations.
236. (Previously presented) The method of Claim 213, further including:
collecting information about the user, wherein said information about the user is obtained from user node transmissions on the network of input provided by the user to the user node;
wherein said step of collecting includes monitoring user communications on the network with other network accessible nodes for obtaining the information about the user.
237. (Previously presented) The method of Claim 213, further including a step of obtaining information about the user including data indicative of most of the following: a name, an address, an e-mail address, an age, a financial status, an educational level, a marital status, an amount of recreational time, personal tastes, and a sex.
238. (Previously presented) The method of Claim 213, wherein said second transmitting step includes transmitting, via the network, information for storing at the

user node, wherein said stored information is utilized in allowing the user node to access the service on the second connection by the user node.

239. (Currently Amended) The method of Claim 238, ~~wherein said stored information includes identification information for identifying the user node, and~~ further including: a step of receiving ~~said~~ identification information at said service providing source; and providing the user node with network access to the service as a result of receiving said identification information.

240. (Previously presented) The method of Claim 213, further including a step of communicating with the user node for detecting an activation of a predetermined program on the user node, wherein said predetermined program is used in presenting unrequested advertising to the user.

241. (Previously presented) The method of Claim 213, wherein the network includes a plurality of smaller networks connected together for providing communications therebetween, and the network has one or more of the following characteristics:

- (i) the network has a common address space such that for each node, N, accessible by the network, there is a common address for N by which N can be accessed regardless of which one of the smaller networks also containing N, and regardless of a source on the network for requesting a communication with N;
- (ii) the network is able to support communications using the Internet Protocol (IP); and
- (iii) the network provides communication access to substantially all publicly contactable e-mail addresses.

242. (Previously presented) The method of Claim 241, further including:
presenting to the user a second advertising presentation, wherein said the presentation of the second advertising presentation does not change the network interactions between the service and the user.

243. (Previously presented) The method as claimed in Claim 213, wherein the service includes a playing of a game, wherein said game is played according to a predetermined set of rules, and said game is at least one of: a game of chance, a game having an opponent, and a game having a total number of possible distinct game plays that is capable of being determined before playing the game; and wherein the step of combining includes joining the advertising related data with information for a game play having at least representation of a token for the game.

244. (Currently Amended) A method for advertising on a network to each user of a plurality of network users, each user using a corresponding user node for communicating on the network, comprising:
performing steps (A) through (D), for each of the users;

(A) receiving, by an advertising presentation node accessed via predetermined address information indicative of a predetermined address on the network, one or more transmissions from the user;

(B) determining from a plurality of advertising related information items for a plurality of advertisers, one or more of the advertising information items, each advertising information item for presenting, to the user, information related to a purchasable product or purchasable service of one of the advertisers;

wherein each of said advertising information items includes corresponding predetermined network address information for accessing a corresponding network ~~advertising~~ node providing additional information related to the purchasable products or purchasable services for the advertising information item;

(C) transmitting, by said advertising presentation node, said one or more of the advertising information items to the user;

(D) obtaining access information indicative of each at least one advertising information item presented to the user ~~wherein the~~ ~~whose~~ corresponding network ~~advertising~~ node ~~for the at least one advertising information item~~ is accessed by the user;

(E) for each of at least two different ones of the advertisers, ~~deriving~~ ~~obtaining~~ corresponding advertising effectiveness information indicative of an effectiveness of at least one advertising information item for the advertiser;

wherein said ~~step of deriving~~ advertising effectiveness information is obtained from aggregates the access information obtained from the plurality of users; and

(F) providing each of the at least two different advertisers with their advertising effectiveness information.

245. (Currently Amended) The method of Claim 244, wherein the obtaining step (D) includes receiving information related to one of: (i) whether one of said one or more advertising information items has been presented to the user previously, and (ii) a time when said one advertising information item was presented to the user.

246. (Currently Amended) A method of advertising on the Internet, comprising:
first receiving an activation request, from an Internet accessible user node, for activating an instance of an interactive service accessible via an Internet contact with an Internet accessible service node, wherein the service node is identified by service node network address information input by the user;

wherein the user node interactively communicates with the instance of the service for receiving a plurality of service transmissions from the instance via a first Internet connection, said service transmissions for transmitting a plurality of presentations for the instance to the user node via the first Internet connection, said presentations interleaved with one or more responsive user communications from the user node to said instance of the service;

first transmitting a sequence of advertising presentations to a user at said user node, wherein said sequence is transmitted on the first Internet connection during an elapsed time of said service transmissions, wherein each advertising presentation of said sequence identifies at least one of a purchasable product and a

purchasable service;

wherein an advertising presentation, AP₁, of said sequence is presented as a consequence of one or more particular communications on the first Internet connection between said service node and the user node, said particular communications being transmitted independently of the service transmissions;

wherein AP₁ is presented to the user during at least one transmission of said service transmissions;

wherein for said advertising presentations transmitted in said step of first transmitting, (a) and (b) following hold:

(a) there is at least a second advertising presentation, AP₂, of said sequence wherein: (i) a presenting of AP₂ to the user is purposefully delayed after a presentation of AP₁, and (ii) the presenting of AP₂ is not in response to a user input between the presentation of AP₁ and the presentation of AP₂;

(b) presentations of AP₁ and AP₂ are substantially unrelated to said user communications;

wherein at least one of AP₁ and AP₂ includes link data such that when said link data is activated by a user input to said at least one of AP₁ and AP₂, data indicative of said user input is transmitted, via the first Internet connection, to a network node identified by said link data;

wherein a subsequent presentation for presenting to the user is received at the user node and from the network node via the first Internet connection, wherein said subsequent presentation is determined using said data indicative of user input, said subsequent presentation also identifying one of a purchasable product and a purchasable service; and

wherein said subsequent presentation is presented to the user during the first Internet connection.

247. (Previously presented) The method of Claim 246, wherein said sequence is transmitted from said Internet accessible service node.

248. (Currently Amended) A method of communicating with a service providing node of the Internet, comprising:

for each of one or more users accessing the Internet, the following steps (A) through (D) are performed:

(A) first receiving, from the user via a corresponding Internet user node, a request on the Internet for contacting a service providing node of the Internet, said service providing node providing access to two or more display presentations for a service, and said service providing node being one of a plurality of nodes of the Internet each having a corresponding Internet address to which the user has Internet access independently of the other of the plurality of nodes, wherein said request has associated therewith the Internet address of a termination destination for identifying the service providing node, and wherein said service is interactive on the Internet with the user;

(B) transmitting, via the Internet, data related to communications between the service providing node, and the user;

wherein the transmitting step results in first information being stored on the user node so that it is available in a subsequently established Internet connection session by the user via the user node;

(C) after the user node has established the subsequent Internet connection session, a step of second receiving for the service, an responsive Internet transmission indicative of the first information being present on the user node; and

(D) outputting one or more Internet transmissions, on the subsequent Internet connection session, for presenting the two or more particular display presentations for the service;

wherein said two or more particular display presentations for the service are presented on at least a portion of a display of the user node, wherein the two or more particular display presentations are successively displayed, and there is a user input to one of the particular display presentations, P₁, for the service, the input for resulting in a transmission on the Internet to which a latter of the display presentations, P₂, is a response;

wherein [[a]] first advertising related information is received by the user node, via the subsequent Internet connection session, as a consequence of Internet transmissions by the service providing node for displaying the particular two or more display presentations, wherein the first advertising related information is combined, prior to transmission to the user node, with information for displaying the particular display presentation P₁, said first advertising related information replaceable with alternative information without changing a content: (i) of the particular display presentation P₁, and (ii) to which the user input is responsive for the service;

wherein one or more additional advertising presentations are presented at the user node after presentation of a first advertisement corresponding to the first advertising related information, each said additional advertising presentation being for providing information related to one of a product and a service, wherein at least one of said additional advertising presentations is received by the user node, as a consequence of Internet transmissions by the service providing node;

wherein an action by the user in response to one of said first and said additional advertising presentations results in data being transmitted via the Internet, wherein said data is transmitted: (a) from said user node, and (b) to a terminal destination node of the Internet, said destination node identified at said user node by destination Internet link information received with the one advertising presentation;

wherein a response to the action by the user is received at the user node, via the Internet, the response providing another presentation for presenting to the user at said user node.

249. (Previously presented) The method of Claim 248, wherein the service includes a playing of a game, and said step of outputting include a step providing one of the display presentations with wager related information.

250. (Previously presented) The method of Claim 248, wherein the service includes a playing of a game, and further including a step of changing a time limit for accepting an input from the user when the user desires to change a speed of the game.

251. (Previously presented) The method of Claim 248, wherein the service includes a playing of a game, and further including a step of providing the user with a game play ranking of a second of the users.

252. (Previously presented) The method of Claim 248, wherein the service includes Internet access to a plurality of organizations or providing Internet access.

253. (Previously presented) The method of Claim 248, further including obtaining information related to Internet interactions by the user, including information related to websites visited by the user.

254. (Previously presented) The method of Claim 248, further including obtaining information related to Internet interactions by the user, including information related to advertising for which the user requests additional information.

255. (Previously presented) The method of Claim 248, further including determining a risk tolerance of the user using information indicative of Internet communications by the user.

256. (Previously presented) The method of Claim 248, further including obtaining information related to an efficacy of one or more advertising presentations presented to the users, including determining information related to a number of advertised items that are sold through the one or more advertising presentations.

257. (Previously presented) The method of Claim 248, further including:
obtaining profile information for the user for use in presenting at least one advertising presentation of the first and additional advertising presentations;
transmitting the at least one advertising presentation for presenting to the user;
subsequently, enhancing the profile information to reflect additional or different user information for use in presenting to the user a subsequent at least one of the additional advertising presentations; and
determining the subsequent at least one additional advertising presentation to transmit to the user;
wherein the enhancement of the profile information contributes to the determination of the subsequent at least one advertising presentation.

258. (Previously presented) The method of Claim 257, wherein the enhancing step includes selecting a question to present to the user, wherein the selecting is dependent upon the profile information previously obtained.

259. (Previously presented) The method of Claim 248, wherein the service includes a playing of a game, and further including:
storing wager related information indicative of previous wagers by the user when playing the game; and

using the wager related information for determining one of: an acceptability of another wager requested by the user, and one of the first and additional advertising presentations.

260. (Previously presented) The method of Claim 248, further including:
detecting an activation of the Internet link information; and
using the detection for determining an efficacy of the one advertising presentation.

261. (Previously presented) A method for providing product or service information while interacting with a service via the Internet, comprising:

performing the following substeps (A1) through (A4) for each of a plurality of Internet user nodes, after each user node has established a corresponding Internet connection session providing access to a plurality of Internet sites for contacting a plurality of informational services:

(A1) first receiving, at one of the Internet sites for accessing one of the informational services, a request on the Internet corresponding to an input by a user to the user node to access the one informational service, wherein the user node uses the user input to identify the one Internet site as a termination destination for an Internet transmission providing the request;

(A2) transmitting, via the Internet, data related to communications between: (a) the one informational service, and (b) the user;

wherein the transmitting step results in first information being stored on the user node so that it is available in a subsequently established Internet connection session by the user at the user node;

(A3) after the user node has established the subsequent Internet connection session, a step of second receiving for the one first informational service, a responsive Internet transmission indicative of the first information being present on the user node;

(A4) providing, to the user node, a plurality of Internet transmissions for presenting, to the user, corresponding service related information for the one informational service, wherein between each of at least some of the plurality of Internet transmissions, there is a corresponding responsive Internet transmission from the user node to the one informational service, said corresponding responsive Internet transmission being dependent upon a presentation to the user of the corresponding service related information of a previous one of the Internet transmissions;

wherein for one or more of the at least some Internet transmissions, in addition to including their corresponding service related information, each of the one or more Internet transmissions includes corresponding advertising related information combined with service related information prior to transmission to the user node, said corresponding advertising related information replaceable with alternative information without changing a content of the corresponding service related information to which the user responds with the corresponding responsive Internet transmission;

wherein when presenting a content for each of the one or more Internet transmissions to the user, an advertisement obtained using the corresponding advertising related information is presented to the user, wherein the advertisement provides information to the user: (i) about one or more purchasable products or purchasable

services, and (ii) that allows the user to perform an Internet transmission for obtaining additional information about one or more purchasable products or purchasable services.

262. (Previously presented) The method of Claim 261, wherein the one information service includes a playing of a game, and said step of providing include a step providing wager related information to the user.

263. (Previously presented) The method of Claim 261, wherein the one information service includes a playing of a game, and further including a step of changing a time limit for accepting an input from the user when the user desires to change a speed of the game.

264. (Previously presented) The method of Claim 261, wherein the one information service includes a playing of a game, and further including a step of providing the user with a game play ranking of a second of the users.

265. (Previously presented) The method of Claim 261, wherein the one information service includes Internet access to a plurality of organizations or providing Internet access.

266. (Previously presented) The method of Claim 261, further including obtaining information related to Internet interactions by the user, including information related to websites visited by the user that are different from the one Internet site.

267. (Previously presented) The method of Claim 261, further including obtaining information related to Internet interactions by the user, including information related to advertising for which the user requests additional information.

268. (Previously presented) The method of Claim 261, further including determining a risk tolerance of the user using information indicative of Internet communications by the user, wherein the communications are related to the user losing something of value to the user.

269. (Previously presented) The method of Claim 261, further including obtaining information related to an efficacy of one or more advertising presentations presented to the users, including determining information related to a number of advertised items that are sold from accessing the one or more advertising presentations.

270. (Previously presented) The method of Claim 261, further including:
obtaining profile information for the user for use in presenting at least one advertisement of the advertisements for instances of the corresponding advertising related information;

transmitting the at least one advertisement for presenting to the user;
subsequently, enhancing the profile information to reflect additional or different user information for use in presenting to the user a subsequent at least one advertisement;
and

determining the subsequent at least one advertisement to transmit to the user;

wherein the enhancement of the profile information contributes to the determination of the subsequent at least one advertisement.

271. (Previously presented) The method of Claim 270, wherein the enhancing step includes selecting a question to present to the user, wherein the selecting is dependent upon the profile information previously obtained.

272. (Previously presented) The method of Claim 261, wherein the one informational service includes a playing of a game, and further including:
storing wager related information indicative of previous wagers by the user when playing the game; and
using the wager related information for determining one of: an acceptability of another wager requested by the user, and one of the advertisements for an instance of the advertising related information.

273. (Previously presented) The method of Claim 261, further including:
detecting an activation of the Internet link information; and
using the detection for determining an efficacy of one the advertisements presented to the user.

274. (Previously presented) The method of Claim 261, wherein at least one of the advertisements for one of the Internet transmissions provides information to the user about one or more purchasable products or purchasable services.

275. (Previously presented) A method for playing a game on a network, comprising:
for each of a plurality of network users, each having a corresponding user network node, steps (A) through (K) following are performed:
(A) first receiving, at a gaming playing source accessed via predetermined address information indicative of a predetermined address on the network, a transmission by the user's corresponding user node, wherein the transmission is for activating a game, the game for providing a plurality of game presentations;
(B) activating the game for interactively communicating with the user via transmissions on the network between the user node and said game playing source;
(C) first transmitting on the communications network, from said game playing source, and in response to the game playing source receiving the transmission, first game data for the game for presenting at the user node;
(D) second receiving, by the game, a first game response obtained from the network, the first game response corresponding to a game input by the user in response to a presentation of said first game data at the user node;
(E) determining second game data by the game as a response to said first game response, said second game data corresponding to a subsequent one of the game presentations to be presented to the user;
wherein said step of determining accesses context data having information indicative of a status of the user's interactions with the game is accessed;
(F) obtaining advertising data for presenting advertising of one or more of a purchasable product or a purchasable service for one of a plurality of advertisers;

(G) combining the advertising data and the second game data resulting in combined data;

(H) second transmitting, on the communications network and from the game playing source, the combined data, the combined data for presenting at the user node a combined presentation of the subsequent game presentation and an advertising presentation corresponding to the advertising related data, wherein the advertising presentation has predetermined network link data associated therewith such that the link data is activated by a user input to the advertising presentation resulting in a corresponding network transmission of data indicative of said user input being transmitted to a predetermined network site which provides the user node with access to the advertising presentation, the network site being different from the gaming playing source; and

(I) receiving access information indicative of the advertising presentation being accessed by the user, wherein the access information is used in deriving advertising effectiveness information which is subsequently made available to the one advertiser.

276. (Previously presented) The method of Claim 213, wherein said obtaining step includes selecting the advertising related data based on profile data for the user.

277. (Previously presented) The method of Claim 276, wherein the profile data includes information for a geographic location related to the user.

278. (Previously presented) The method of Claim 276, wherein the profile data includes information of a personal preference of the user.

279. (Previously Presented) The method of Claim 276, wherein the profile data includes information indicative of an age of the user.

280. (Currently Amended) The method of Claim 276, wherein the one advertiser provides profile selection information for selecting the user based on a correspondence with ~~corresponding~~ the user's profile data.

281. (Previously presented) The method of Claim 213, wherein said first game response includes a wager.

282. (New) The method of Claim 213, wherein the designating step includes selecting the advertising related data using information obtained from user responses to the service, wherein the user responses are for determining additional ones of the service presentations.

283. (New) The method of Claim 213, wherein the service includes one or more of providing access to a plurality of organizations, providing access to a plurality of promotionals, and providing access to a plurality of games.